

Exhibit 223

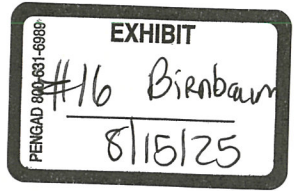
PLAINTIFFS' OMNIBUS OPPOSITION TO DEFENDANTS' MOTIONS FOR SUMMARY JUDGMENT

Case No.: 4:22-md-03047-YGR

MDL No. 3047

In Re: Social Media Adolescent Addiction/Personal Injury Products Liability Litigation

Reasons for Variability in Feeds



Unavoidable

1. Algorithms make imperfect predictions
2. Algorithms have computational limits
3. Algorithms are subject to the fundamental constraints of information retrieval
4. Algorithms can make different assessments than users
5. Algorithm is less accurate for new users
11. Multifeed?

Intentional

6. Algorithm diversifies content sources
7. Algorithm diversifies content topics
8. Algorithm diversifies content types
9. Algorithm presents content of unknown or lesser-known relevance
 - "Trending" content
 - Smaller creator content
10. Algorithm uses "in-feed units" to promote different modalities of content